

## SYSTEM AND METHOD FOR CHECKING A CONTENT SITE FOR EFFICACY

### ABSTRACT OF THE DISCLOSURE

5           The present invention provides a system  
and method for automatically suggesting optimizations  
that can be made to content pages to increase the  
chances that the network site containing the content  
page will be indexed and returned high in the rank  
10 ordered list of results from a search engine. In one  
embodiment, the present invention also includes a  
keyword generation tool for use in generating  
effective keywords for which a content page can be  
optimized.

15